




# WAVECON TELECOM ANALYSIS





## 5G LAUNCH IMPACT ON WAVECON'S REVENUE


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# Introduction



**Wavecon, a premier telecom provider in India, introduced its 5G services in May 2022 across major cities along with other telecom providers. This analysis evaluates the performance of Wavecon's 5G rollout in 15 key urban centers, aiming to uncover insights into the impact of 5G on revenue, plan performance, and key performance indicators (KPIs).**

**The findings will guide strategic decisions for future growth and optimization.**



- What is the impact of the 5G launch on revenue?



**₹ 16.0bn**  
Before 5G



**₹ 15.9bn**  
After 5G

Before the 5G launch, revenue was \$16 billion, but it experienced a minor dip to \$15.9 billion post-launch. Despite this slight decline, it is essential to investigate the factors driving this shift and uncover strategies for revenue optimization in the 5G landscape.



- **Which KPI is underperforming after the 5G launch?**



**Total Revenue**

**Total revenue experienced a slight decrease from \$16 billion to \$15.9 billion.**



**Active users**

**The active user base decreased from 84.4 million to 77.4 million**



**Total Unsubscribed Users**

**Total number of unsubscribed users increased from 5.6 million to 7 million.**



- **After the 5G launch, which plans are performing well in terms of revenue? Which plans are not performing well?**



### **Good Performing Plans after 5G Launch**

**After the rollout of 5G, Plan 1, Plan 2, and Plan 11 emerged as standout performers, demonstrating robust revenue growth.**



### **Bad Performing Plans after 5G Launch**

**Meanwhile, Plans 5, 6, and 7 experienced a downturn in revenue post-5G launch.**



- **Is there any plan affected largely by the 5G launch? Should we continue or discontinue that plan?**

### **Positive Impact -**

- **P 1 - Smart Recharge Pack (2 GB / Day Combo For 3 months)**

**Rev before - 1.8 bn**

**Rev after - 2.4 bn**

- **P 11 - Ultra Fast Mega Pack (3GB / Day Combo For 80 days)**

**Rev - 1.9 bn**

- **P 12 - Ultra Duo Data Pack (1.8GB / Day Combo For 55 days )**

**Rev - 1.2 bn**

**(NOTE - P 11 and P 12 plans are launched during the 5G launch means they are new plans but they are performing well after being launched)**

### **Negative Impact -**

**Except for the above plans, all plans have faced a slight decrease in revenue but plan P7 faced a high decrease in revenue.**

- **P 7- 25 GB Combo 3G / 4G Data Pack**

**Rev before - 582.4 M**

**Rev after - 155.6 M**



- **Is there any plan that is discontinued after the 5G launch? What is the reason for it?**

**There are three plans which are discontinued after the 5G launch**

- **P 8 - Daily Saviour (1 GB / Day) validity: 1 Day**

**Reason-** A 1GB data plan with a 1-day validity period is insufficient in terms of both data and duration. With the rise of 5G technology, data consumption has increased significantly due to faster speeds, making such limited plans impractical. Consequently, there is a growing demand for plans offering more data and longer validity periods.

- **P 9 - Combo TopUp: 14.95 Talktime and 300 MB data**

**Reason-** After the introduction of 5G, consumer preferences shifted away from plans that offered limited talk time and minimal data. As I have discussed above data consumption has increased significantly due to faster speeds of 5G, so minimal data with limited talk time is not worth it anymore as Wavecon already offering P 5 (Rs. 99 Full Talktime Combo Pack).

**So this could be the reason that Wavecon discontinued this plan.**

- **P 10 - Big Combo Pack (6 GB / Day) validity: 3 Days**

**Reason-** While Plan 10 offered a significant amount of data, its short validity period of only 3 days made it less appealing to consumers, maybe this could be the reason that Wavecon discontinued this plan.



# • Recommendations

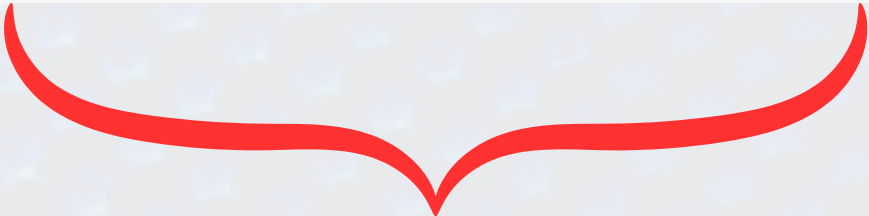
## Expanding Plan Options:

Company can introduce different types of plan options that can meet the diverse needs and preferences of consumers.

## Optimizing Underperforming Plans for Revenue Growth:

Analyze underperforming plans such as Plan 5, 6, and especially Plan 7, to identify opportunities for optimization. The company can consider adjusting the pricing strategy or modifying the plan offerings to increase revenue.

p5	₹ 216M	₹ 285M	₹ 258M	₹ 246M	₹ 144M	₹ 172M	₹ 179M	₹ 157M
p6	₹ 167M	₹ 197M	₹ 199M	₹ 187M	₹ 109M	₹ 135M	₹ 126M	₹ 125M
p7	₹ 123M	₹ 158M	₹ 156M	₹ 146M	₹ 33M	₹ 35M	₹ 45M	₹ 43M



Major Decrease



Success and Future Expansion of Top Performing Plans:

The P1 plan has consistently been the best performer before and after the 5G launch. Similarly, the newly introduced P11 and P12 plans, launched alongside 5G, also perform very well. Therefore, the company should consider introducing more plans similar to these successful offerings.

plan	January	February	March	April	June	July	August	September
p1	₹ 396M	₹ 503M	₹ 466M	₹ 448M	₹ 536M	₹ 628M	₹ 620M	₹ 603M
p11					₹ 414M	₹ 486M	₹ 478M	₹ 482M
p12					₹ 255M	₹ 300M	₹ 306M	₹ 300M

TUSU change:

Except for Mumbai (-12.36%), the TUSU change is positive for all the cities, with Lucknow, Pune, and Jaipur showing significant increases (above 50%). The possible reason for this could be inadequate network coverage in these cities. Therefore, the company should investigate this issue and devise new strategies accordingly.

City Name	Total_Users	Before_5G	After_5G	Chg%
Mumbai	1795K	958K	837K	-12.63%
Patna	360K	171K	189K	10.53%
Raipur	120K	57K	63K	10.53%
Gurgaon	193K	91K	102K	12.09%
Ahmedabad	718K	332K	386K	16.27%
Delhi	1668K	770K	898K	16.62%
Bangalore	1260K	571K	689K	20.67%
Coimbatore	351K	155K	196K	26.45%
Kolkata	1579K	693K	886K	27.85%
Chennai	1225K	517K	708K	36.94%
Hyderabad	919K	386K	533K	38.08%
Chandigarh	253K	103K	150K	45.63%
Jaipur	563K	223K	340K	52.47%
Pune	1108K	434K	674K	55.30%
Lucknow	478K	172K	306K	77.91%